

## Brand Guide



**Tone:** Professional, yet okay to be bold and conversational. Connect with the professional in their “language” by utilizing latest trending typography and vocabulary. Motivational, positive, clear and creative.

**National Association of Barbers** aims to build a loyal and lasting relationship with prospective consumers through educational content and resources to achieve our goal of professional liability insurance sales.

**Brand Personality:** Professional yet “badass”, Multicultural, Knowledgeable, Innovative, Creative

### Story / Point of View

**Core Values:** Business resources, long-term career success, and educating barbers on the importance of insurance.

**Vision:** Modern and professional materials that do not lack creativity. The mood of all marketing materials should be bold and creative but ultimately have a sense of professionalism. All marketing materials should support the core mission of building a reputation within the barber community to support them in long term success.

**Target Audience:** Professional barbers that include beginners, recent graduates, young professionals, seasoned professionals, barbershop owners, and/or instructors.

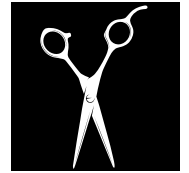
### Print Logos



Logo - BW



Logo - RGB



Logo - FAV



Logo - REVERSE  
(Grey Box Not To Be Used.)

### Typography

#### Montserrat Bold (Headlines)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

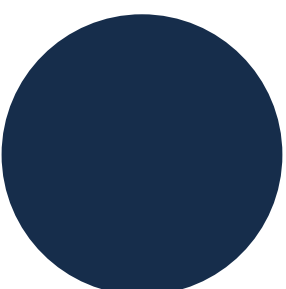
#### Lato (Subheadlines and Pull Quotes)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

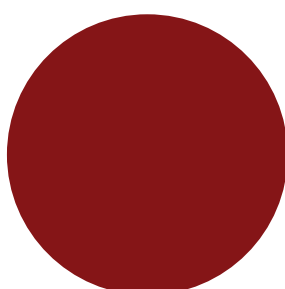
#### OpenSans Regular (Paragraph Copy)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

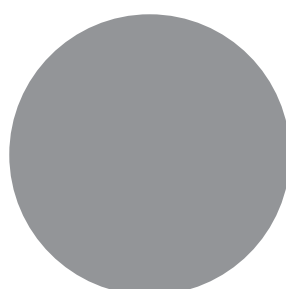
### Color Palette



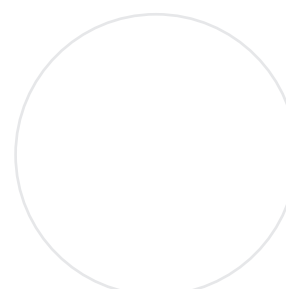
C96,M81,Y44,K41  
R23,G47,B76  
#172f4c



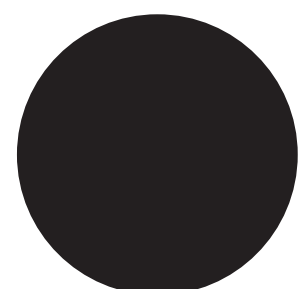
C27,M100,Y100,K32  
R137,G6,B16  
#890610



C0,M0,Y0,K50  
R147,G149,B152  
#939598



C0,M,Y,K0  
R255,G255,B255  
#ffffff



C0,M,Y,K100  
R0,G0,B0  
#000000

### Types Of Imagery

